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UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANTS: Chun R. Xia et al. ✓

SERIAL NO.: 09/483,388 ✓

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TITLE: System and Method for Providing A Distributed Marketing Presentation ✓

EXAMINER: Forest O. Thompson, Jr.

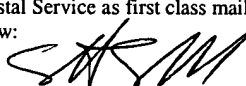
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SIR:

In response to the final Office Action mailed November 18, 2002 (paper number 7),
please enter the following amendments and remarks.

AMENDMENT

Please amend claims 1, 5, 6, 9, 15, and 16 as follows:

1. A method of providing an electronic marketing presentation, comprising:

renting out a marketing object container to a first party, wherein the marketing object container is presented in a web page associated with a second party;

selecting, by the first party, a marketing attribute; and

sending the selected marketing attribute to be automatically associated with the marketing object container.

5. The method of claim 1, further comprising renting out a second marketing object container to the first party, wherein the second marketing object container is presented in a second web page associated with a third party, and wherein the selected marketing attribute is automatically associated with the second marketing object container.

6. A method of providing an electronic marketing presentation, comprising:

providing a marketing object container associated with a first party;

associating the marketing object container with a website, wherein the website is associated with a second party; and

automatically associating a marketing attribute with the marketing object container.

9. The method of claim 8, wherein associating the marketing attribute with the marketing object container also automatically associates the marketing attribute with the second marketing object container.

15. A system of providing an electronic marketing presentation, comprising:

a processor configured to provide a marketing object container associated with a first party; the processor also being configured to facilitate associating the marketing object container with a website, wherein the website is associated with a second party; and facilitating automatically associating a marketing attribute with the marketing object container; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions.

16. A computer program product for providing an electronic marketing presentation, comprising:

computer code providing a marketing object container associated with a first party;

computer code associating the marketing object container with a website, wherein the website is associated with a second party;

computer code automatically associating a marketing attribute with the marketing object container; and

a computer readable medium that stores the computer codes.